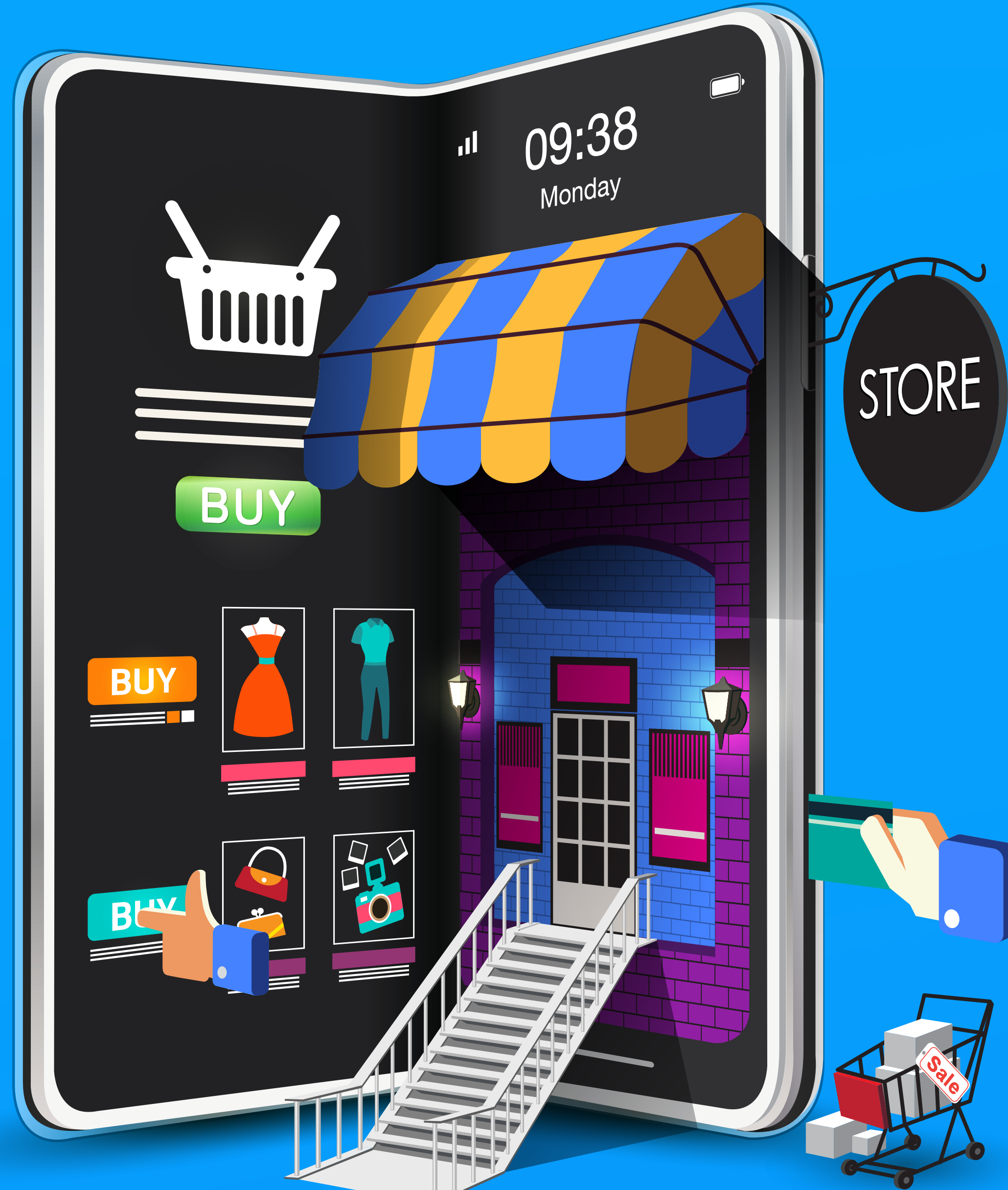


## How to choose the best server for your online store



Before deciding on a type of server, answer these key questions about your online store:

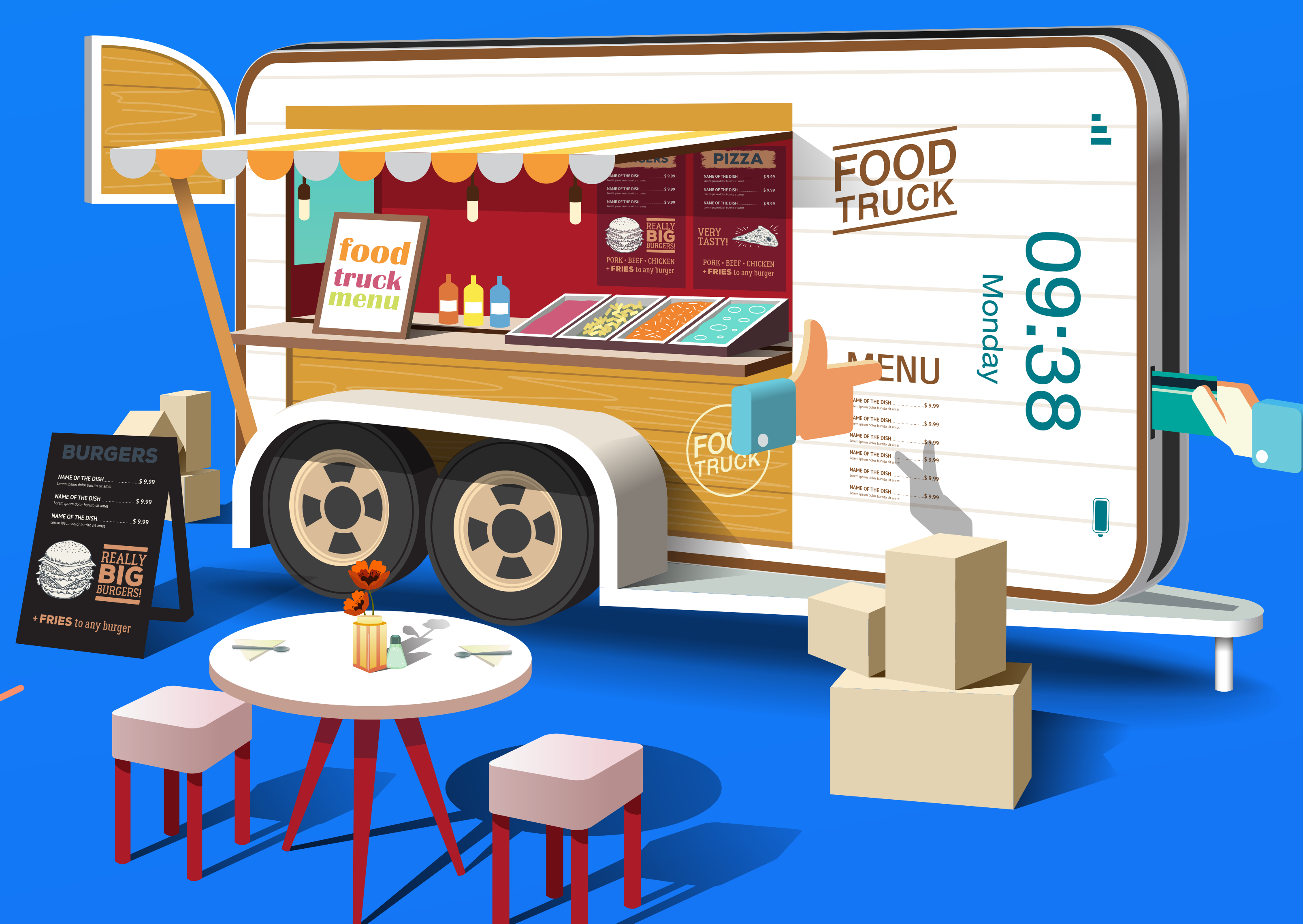
- How many visitors do you have per day?
- How many visitors do you have at particular times of the day?
- Are you expecting higher traffic on some days?
- How big your e-shop is and how many products does your store have?
- What plugins you have or need installed?
- How well optimized the theme is?
- How is your website developed?
- Which e-commerce platform are you using?

Don't panic. Take them one by one, and find the answers.



There are a lot of variables that you need take into consideration. For example, the server you need depends on the traffic:

- For <1k visitors, a 4 CPU, 4 GB RAM server should be enough.
- For 1k - 10k visitors, go with at least an 8 CPU, 16 GB RAM server.
- For >10k, you'll need a larger machine or even a distributed infrastructure.



### Recommendation

#### → Just starting up:

A basic 2 CPU, 2 GB RAM dedicated machine does the trick!

#### → Upgrading:

Find the bottleneck that is causing you problems, and choose a better infrastructure.

## Talk to an expert

The decisions you take now influence the future success of your business



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